

Brand Experience Predictor




An innovative mobile chat-based research solution for pre-testing experiential brand activations *before* you go to market.

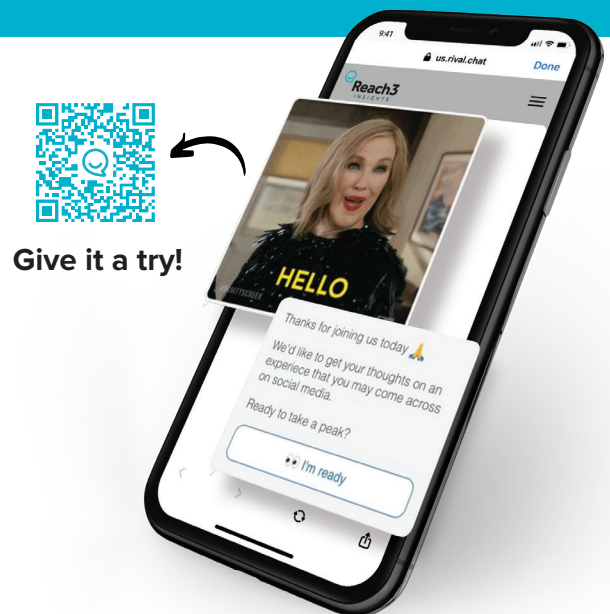
Challenge

Amidst a fragmented media landscape that is making traditional advertising less effective, marketers are increasingly investing in physical & digital experiential brand activations such as creator content, pop-ups, metaverse, stunts, celebrity integrations & events to drive consumer engagement. But a gap in effective pre-testing solutions often leaves marketers guessing winners & losers.

Our Solution

Brand Experience Predictor (BXP) is the first scalable research solution to provide modern marketers with early-stage feedback on the effectiveness and potential of experiential brand activations. Featuring an immersive, mobile chat-based survey experience, this solution brings to life key elements of experiential activations so that consumers can provide fast & contextual feedback, including:

-  Robust predictive measures including:
 - Intent to share (word of mouth & social)
 - Intent to engage/ purchase
 - Brand impact
-  Diagnostics that let you know where your experience is most compelling and where it falls short in the hearts & minds of your target consumers.
-  Normative database to compare to other experiential brand activations by your company and in your category.



Would you like to learn more?

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